

What is claimed is:

1. An advertisement providing system comprising a communication line, one or more communication dealer terminals, one or more consumer terminals and one or more company terminals, these terminals being interconnected by the communication line, wherein:

each communication dealer terminal includes a means for storing advertisement data and also consumer's position data and taste data, and a means for selecting advertisement data for each consumer by taking the consumer's position data and taste data and also time into considerations;

each consumer terminal includes a means for displaying advertisement data received from each communication dealer terminal, a means for transmitting the consumer terminal's position data to the communication dealer terminal, and a means for transmitting reservation request data for a product or a service selected by the consumer on the basis of the advertisement data; and

each company terminal includes a means for producing advertisement data and transmitting the produced advertisement data to the communication dealer terminal, a means for receiving the reservation request data via the communication dealer terminal and executing a reservation process, a means for making a check, when the consumer comes to the shop, as to whether the consumer has requested a reservation, and a means for allowing the company to sell a goods or a service to the consumer.

2. The advertisement providing system according to claim 1, wherein the communication dealer terminal transmits the advertisement data as electronic mail to the consumer terminal.

3. The advertisement providing system according to claim 1, wherein the consumer terminal transmits the reservation request data as electronic mail to the communication dealer terminal.

4. The advertisement providing system according to claim 1, wherein the communication dealer terminal transmits the reservation request data as electronic mail to the company terminal.

5. The advertisement providing system according to claim 1, wherein the communication line is an internet system.

6. The advertisement providing system according to claim 1, wherein the communication dealer terminal further includes a means for calculating a scheduled time of consumer's arrival at shop from the present position of the consumer, the position of the shop as described in the advertisement and the present time and transmitting the scheduled time data to the company.

7. The advertisement providing system according to claim 1, wherein the communication dealer terminal further includes a means for calculating advertisement effect from the contract of advertisement requested to it and transmitted reservation request data of consumers.

8. The advertisement providing system according to claim 7, wherein the communication dealer terminal further includes a means for determining advertisement fee from the advertisement effect.

9. An advertisement providing method comprising:

- a step for selecting advertisement data from the position data and taste data of a consumer and the time;
- a step for transmitting the advertisement data to the consumer;
- a step for showing the advertisement data to the consumer terminal;
- a step for transmitting the position data to the communication dealer;
- a step for transmitting a reservation request of a goods or a service to the communication dealer when the consumer thinks the goods or service to be his or her favorite item as a result of comprehending the advertisement data;
- a step for producing the advertisement data and transmitting the produced advertisement data to the communication dealer terminal;

a step for accepting the reservation request of consumer from communication dealer;

a step for executing a reservation process;

a step for making a check as to whether the consumer has requested a reservation when the consumer appears at shop; and

a step for selling a product or a service to the consumer.

10. The advertisement providing method according to claim 9, wherein the advertisement is transmitted as electronic mail to the consumer.

11. The advertisement providing method according to claim 9, wherein the consumer transmits the reservation contrast data as electronic mail to the communication dealer.

12. The advertisement providing method according to claim 9, wherein the communication dealer transmits the reservation request data as electronic mail to the company.

13. The advertisement providing method according to claim 9, wherein the consumer terminal, the communication dealer terminal and the company terminal are interconnected via an internet system.

14. The advertisement providing method according to claim 9, wherein the communication dealer calculates the scheduled time of consumer's arrival at shop from the present position of the consumer, the position of the shop as described in the advertisement and the present time and transmits the scheduled time data to the company.

15. The advertisement providing method according to claim 9, wherein the communication dealer calculates advertisement effect factor from the contract of advertisement requested to the communication dealer and transmitted reservation request data of consumers.

16. The advertisement providing method according to claim 15, wherein the communication dealer further comprises a step of determining advertisement fee from the advertisement effect factor.

17. A communication dealer terminal for an advertisement providing system connected to consumer terminals and company terminals via an internet system comprising:

a means for storing advertisement data from the consumers and also position data and taste data from the consumers; and

a means for selecting advertisement data for each consumer from the considerations of the position data and taste data of the consumer and the time and transmitting

the advertisement data to that consumer.